



MONTANA

Montana Cross-Agency Data Dashboard October-December 2015

Overview

-The purpose of the Montana Cross-Agency Data Dashboard is to provide a complete snapshot of what is happening within the Montana Office of Tourism and Business Development, what are the key travel indicators and how consumer-facing marketing initiatives are impacting those numbers.

-This report is intended for key stakeholders as well as agency partners-offering both a look back and a look forward and providing ongoing insights to guide future marketing initiatives.

So What (Why is this important?) and Now What (What actionable steps are there?) Q4 2015

Overall

WHAT? FY'16 MOTBD campaigns launched with increased media spend, leading to improvements on the majority of key performance indicators versus the same time last year.

SO WHAT? The paid, owned and earned media are working together in an efficient manner to continue to put Montana in front of the right audience, which is driving increased visitation to the state.

NOW WHAT? Continue to rely on strong performing media tactics and test new opportunities while maximizing the value of owned digital channels to lead to an even stronger performing 2016.

DIGITAL

WHAT? The combination of using mobile as a channel, leveraging new and previously strong performing high impact creative units while incorporating behavioral and 1st party travel data to target were a few of the reasons as to why digital performance was above Q4 2014 and key industry benchmarks. Continuing to get Montana in front of the right person, with the right message, at the right time can drive more conversions.

MOBILE: SO WHAT? The increased focus on Mobile in Q4'15 continues to be successful, as new unique units with Opera, Millennial, and PadSquad specifically led to higher engagement and responsiveness.

MOBILE: NOW WHAT? Moving forward, MTOBD can continue to take advantage of different Mobile tactics and optimize their media to those drawing the highest interaction.

HIGH IMPACT UNITS: SO WHAT? High-impact units have always been successful for MTOBD, with consistent or increased performance year over year but two new placements really stood out. Pandora's Sponsored Listening campaign and Road Trips Hub with National Geographic were placements that helped break through the clutter, drive a high amount of page views and increase average time spent on the site.

HIGH IMPACT UNITS: NOW WHAT? MTOBD should continue to utilize and prioritize similar programs and units moving forward, as they continue to be a key driver for a high CTR, compared to standard size units.

VisitMT.com

WHAT? Overall, VisitMT.com is seeing increased traffic to the site and many winter related pages such as Winter Activities, Ski Resorts, Hot Springs drew the highest amount of visits. However, visitors are not spending as much time on the site as they did in Q4 2014.

SO WHAT? An increase in site visits suggests the winter campaigns, specifically partnerships with National Geographic and Instagram, performed well in promoting Montana as a winter destination to people in key metropolitan areas.

NOW WHAT? They key will still be analyzing what parts of the winter campaign worked best while discovering the best approaches for keeping people on the site for longer periods of time. Additionally, the shift of the main traffic source from organic search to direct traffic bears further investigation.

SOCIAL

WHAT? In Q4, most overall metrics seemed to climb with total engagement being the only exception. This could be attributed to the content change from popular warm season topics such as National Parks and out-door activities to less engaging cold season topics like ski and snow.

SO WHAT? Preparing for more paid content promotion during winter will assist in keeping engagement levels increasing throughout the year. By targeting specific audiences that have the propensity to engage with content featuring winter activities, not only will content receive more engagement but the page will grow a more interested audience for the future winter seasons.

NOW WHAT? Because users generally tend to not react to winter imagery as much as warm-season content, it is recommended to stay ahead of content trends and include new content forms (including innovative visuals, GIFs and surveys) in addition to writing copy that reflects in-the-moment topics with a personalized nature.

PR

WHAT? As summer transitions to winter, earned coverage during Montana's shoulder seasons has traditionally been lighter. From Q3 2015 (summer) to Q4 2015 (fall), earned media impressions dropped from 2.2 billion impressions to 1.9 billion. However, when we look year over year, impressions were up 74% in Q4 2015 over Q4 2014. Stories focused heavily on Montana's ski areas and their surrounding communities.

SO WHAT? Coming off the tail of two media blitzes where the MT PR Team pushed winter angles, ski coverage dominated Montana travel stories. An increasing emphasis on the lesser-known ski areas, their quirky events and off-hill activities reflects the PR Team's proactive pitching and knowledge of the state's winter product.

NOW WHAT? In Q1, the PR Team will further emphasize the ski areas and MT's winter product via individual and group press trips – results from the fall media blitzes. We'll also need to switch gears and focus on longer-lead, mainstream travel pitching for warm season to ensure coverage throughout the summer months.



MONTANA

Executive Summary

Summary and Insights

-The following metrics for paid, owned, and earned media are a few of the key performance indicators and will continue to be evaluated each quarter.

Media Spend: The FY16 Winter National and Joint Venture campaigns began in Q4 and saw media spend increase from the same time last year.

Paid Media (Search and Digital): Click-through rates for both search and display were both significantly higher than the previous year, which has led to much lower cost per click as well.

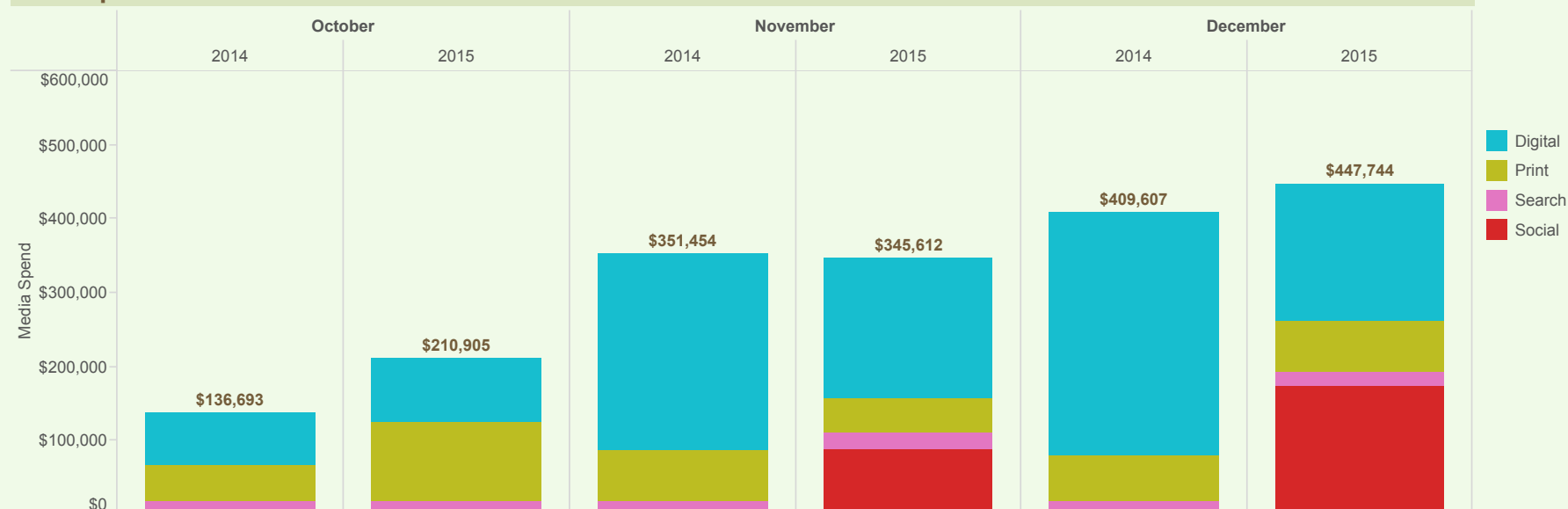
VisitMT.com: Q4 2015 saw a significant increase in visitors coming to the website to discover many of Montana's winter activities but the average amount of time being spent on the site continued to be down.

Social Media: MOTBD continued to reach more people in social following a 122% increase in impressions from Q4 2014, driven mostly by Facebook. However, total engagements decreased from 2014 due to drops in Facebook (-31%) and Twitter (-76%). Despite overall engagements being down, Instagram's engagements continued to be well ahead of performance from the previous year with a 480% increase from Q4 2014.

Earned Media (PR): With many of the Q4 2015 stories being published in MOTBD's Top Tier list of Geotravel outlets, earned coverage of Montana travel increased 73% over Q4 2014, reaching an audience of 1.9 billion.

Metric	Q4 2014	Q4 2015	% Change
Media Spend	\$897,754	\$1,004,261	▲12%
Paid Search (Keyword)-Average Cost Per Click	\$1.11	\$1.04	▼6%
Paid Search (Keyword)-Average Click-Through Rate	0.76%	1.39%	▲83%
Digital Display-Average Click-Through Rate	0.63%	1.35%	▲114%
VisitMT.com Site Sessions	223,343	540,579	▲142%
VisitMT.com Avg. Session Duration	149 seconds	94 seconds	▼37%
Social Engagements	895,829	742,757	▼17%
Social Impressions	13,859,576	30,712,987	▲122%
PR-National Media Impressions	1,104,131,152	1,915,279,165	▲73%

Media Spend Breakout



Source: Spark, not inclusive of International

\$1,004,261
October-December
Media Spend

Paid Media Highlights

- Q4 2015 saw the launch and beginning of the FY16 Winter National and Joint Venture campaigns, with paid media being at its highest in December.
- Digital support continued to focus on high impact and custom units across display, video and streaming audio. Top performing units included:
 - Expedia's Marquee unit
 - Opera Smartphone Instant Play Video Unit
 - Pandora Sponsored Listening
- All Q4 2015 Print partners showcased the 'It's Time' creative. November had ads running in Backpacker, Sunset, and Travel & Leisure. December had ads running in National Geographic, Outside, and Ski Magazine.
- There was a significant rise in paid social spend across Facebook and Twitter compared to the same time last year.

Source: Spark, not inclusive of International

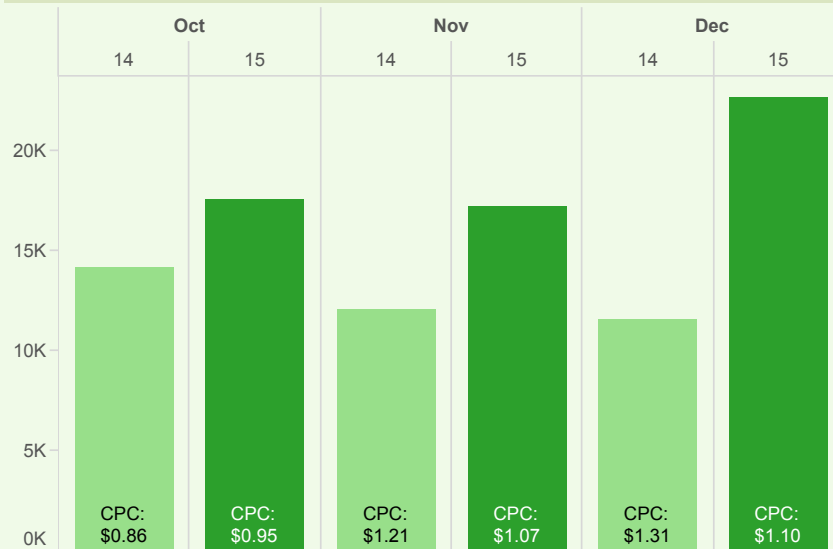


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*Please see Appendix for Examples of Display and Search Ad Copy

Paid Media

Paid Search Clicks



Source: Spark

Paid Search Performance Q4 2014

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Oct	14,150	1,316,803	1.07%	0.76%	\$12,198	\$0.86	\$1.11
Nov	12,087	2,000,411	0.60%	0.76%	\$14,661	\$1.21	\$1.11
Dec	11,547	1,648,149	0.70%	0.76%	\$15,097	\$1.31	\$1.11

Avg. CTR and Avg. CPC represent the average performance for Q4.

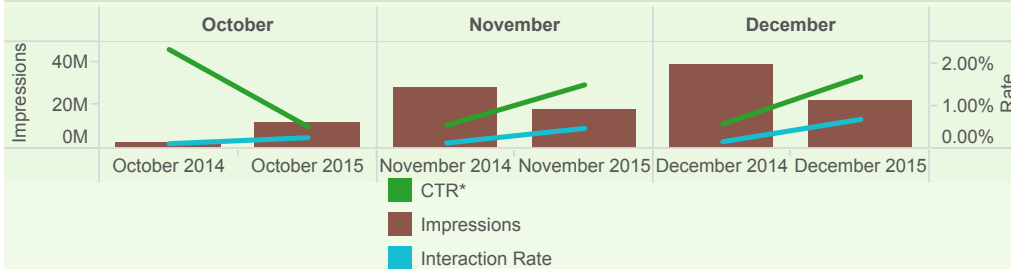
Paid Search Performance Q4 2015

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Oct	17,535	1,069,861	1.64%	1.39%	\$16,650	\$0.95	\$1.04
Nov	17,275	1,299,901	1.33%	1.39%	\$18,470	\$1.07	\$1.04
Dec	22,640	1,752,349	1.29%	1.39%	\$24,807	\$1.10	\$1.04

October-December 2015 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
[yellowstone national park]	5,521	120,661	4.58%	\$4,327	\$0.78
"montana"	3,268	400,422	0.82%	\$2,201	\$0.67
[glacier national park]	2,439	73,192	3.33%	\$1,921	\$0.79
[montana]	2,199	180,319	1.22%	\$2,385	\$1.08
[yellowstone park]	1,557	31,822	4.89%	\$1,189	\$0.76
maps montana	681	25,172	2.71%	\$392	\$0.58
[yellowstone]	667	25,958	2.57%	\$420	\$0.63
[montana tourism]	524	4,106	12.76%	\$279	\$0.53
events montana	122	3,727	3.27%	\$75	\$0.61
"glacier national park"	94	4,872	1.93%	\$70	\$0.75

Digital Display Impressions vs. CTR (2014 vs. 2015)



Overall Digital Display Performance (2014 vs. 2015)

	Impressions		Total Clicks		CTR*		Interaction Rate		Avg. CTR	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Oct	2,464,188	11,485,673	57,205	58,966	2.32%	0.51%	0.12%	0.26%	0.63%	1.35%
Nov	28,046,376	17,724,501	153,215	264,885	0.55%	1.49%	0.14%	0.48%	0.63%	1.35%
Dec	38,640,996	21,584,822	222,895	362,901	0.58%	1.68%	0.16%	0.69%	0.63%	1.35%

Source: Spark

Paid Media Highlights

Search

- Substantially more site visits were delivered year over year as a result of cost efficiencies (CPCs down 18%) and increased budget (+58%)

- Average Search Position improved from 3.3 to 2.4, leading to a 59% increase in CTR year over year.

- Led by [yellowstone national park], six of the ten most clicked keywords were bought as exact matches.

Digital Display

- Overall display performance saw an increase in Q4'15 compared to Q4'14 (for both the National and Joint Venture campaigns) and remained above current digital tourism benchmarks.

- As MOTBD's creative units have evolved and become more engaging to users, there has been a significant uptick in interaction rate from Q4 2014.

- Mobile placements were the strongest performers in terms of CTR and video completion rates.

*Key:

CTR: Click-through-rate (=Clicks/Impressions)

CPC: Cost per click (=Cost/Clicks)

[]: Exact match, which means an ad would only serve if the term montana was directly searched for.

" ": Phrase match, which means that an ad would be served if a search containing montana + something else was searched for.

Owned Media



Top Performing Social Media Spots (October-December 2015)

*See Appendix for larger copy

Facebook



96,000 Likes 1,700 Comments 6,800 Shares

Source: Facebook Analytics

Twitter



478 Retweets 1,862 Favorites

Source: Twitter Analytics

Instagram



5,784 Likes 382 Comments

Source: Instagram

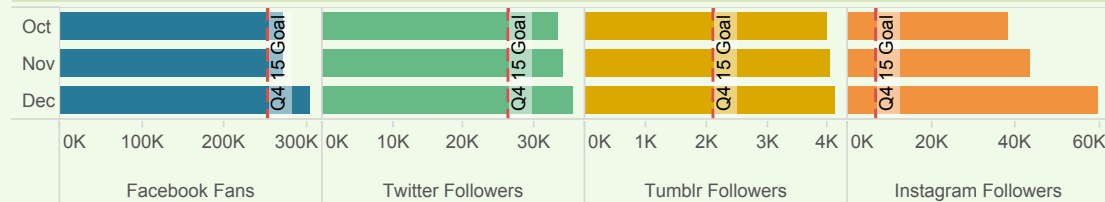
Tumblr



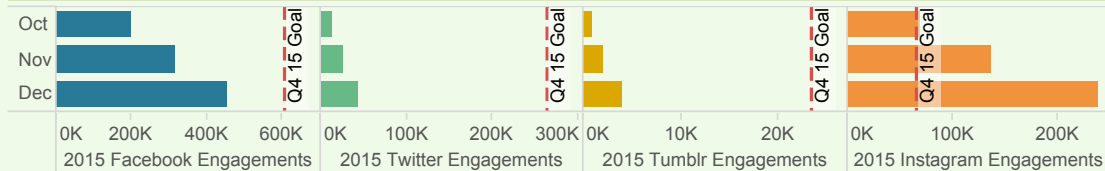
157 Likes 302 Reblogs

Source: Tumblr

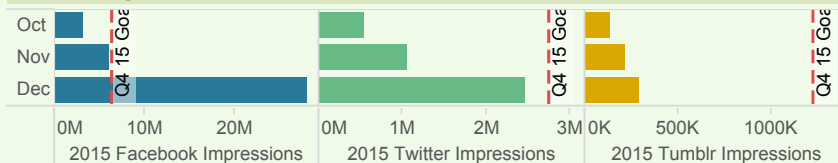
Social Growth Q4 2015



Social Engagement Q4 2015



Social Impressions Q4 2015



Owned Media Highlights

Social Media

-During Q4, Instagram experienced the most significant growth due to paid support and the influencer campaign taking place. The account grew by more than 65% and received more than 230,000 engagements. Facebook account growth continued to rise this quarter gaining more than 33,000 new fans and was partially due to paid support.

-In terms of brand awareness, Facebook continued to be the largest driver of impressions. Considering growth rates for Tumblr and Twitter compared to their respective spend, it is suggested to increase the media buy for fan acquisition on Twitter to continue to grow the account.

-Top performing content was a mix of wildlife, mountain imagery and holiday-specific content. Similar to last month, close-up imagery of wildlife continues to perform well on Facebook, with a close-up shot of a bison as the top performing organic post.

*Top performing posts on Facebook and Twitter both received paid media support

**Social Growth data shown to reflect where MOTBD profiles stand at the end of Q4 2015

***Social Engagement and Impression data represents only new engagements and impressions from Q4 and the Q4 goals are reflected as a percentage of FY' 2015 goals.

Source: Crimson Hexagon via Sparkloft

Owned Media

VisitMT.com Performance Metrics

540,579 (+142% YoY)

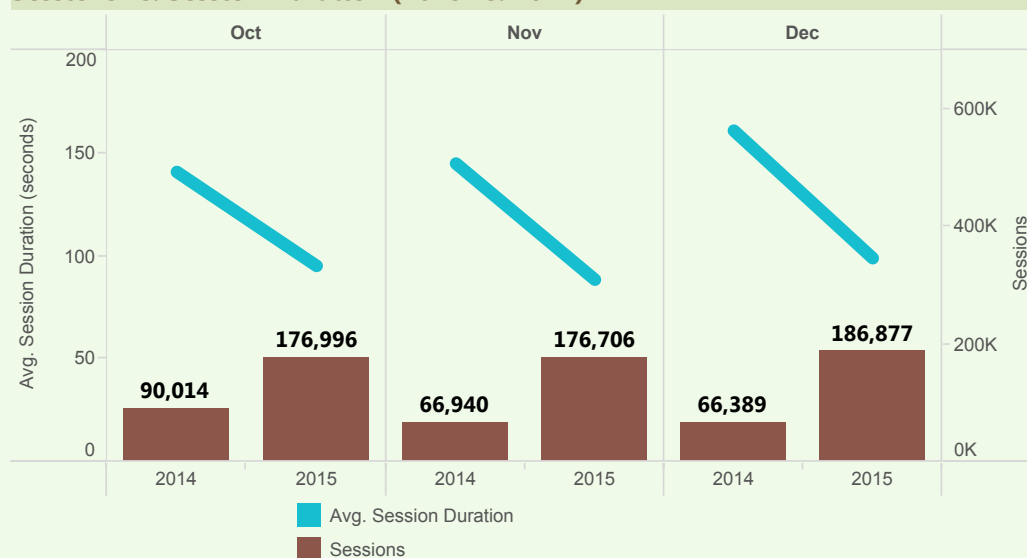
October-December Site Sessions

94 seconds (-37% YoY)

October-December Average Session Duration

"Sessions" are not unique

Sessions vs. Session Duration (2015 vs. 2014)



*Compares same time period, previous year

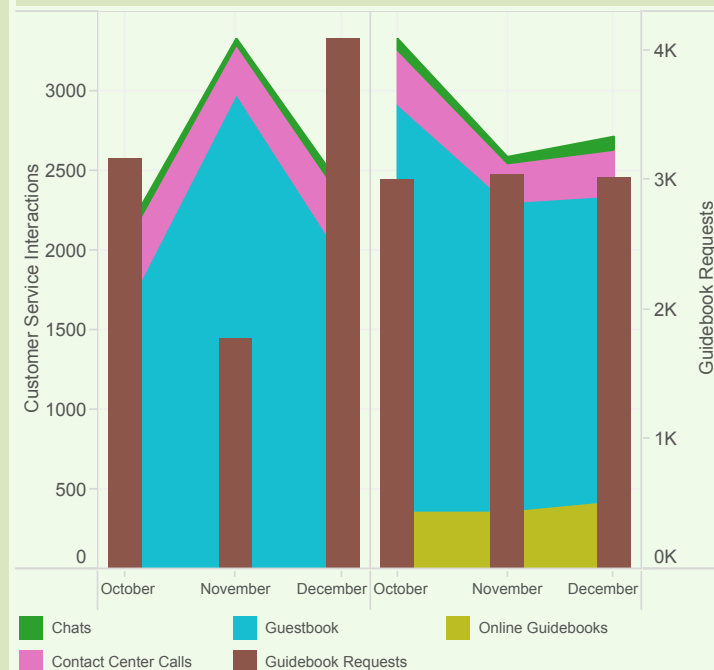
*2015 VisitMT.com data includes m.VisitMT.com

October-December 2015 Time Spent on Websites by Month (seconds)

	October		November		December	
	2014	2015	2014	2015	2014	2015
visitmt.com	12,673,879	16,841,288	9,698,361	15,633,121	10,680,959	18,483,076

Source for All Website Metrics: Google Analytics

Customer Service Interactions



Owned Media Highlights

Montana Website Performance

-With the Skimt.com and Wintermt.com sites being merged, traffic in terms of sessions was up 142% respectively, with the winter and ski resort landing pages being top traffic drivers.

-Winter Activities, Ski Resorts, Hot Springs and the national parks were also the pages that led to the most time spent on the site.

-Due to the higher number of session, the overall time spent on site increased, Average Session Duration was down 37%.

Customer Service Interactions

-Chats and Contact Center Calls were down 4% and 22% compared to Q4 2014, and the number of Guestbooks were down 2% versus Q4 2014.

-There was a 2% decrease in individual guidebook requests from Q4 2015 versus Q4 2014.

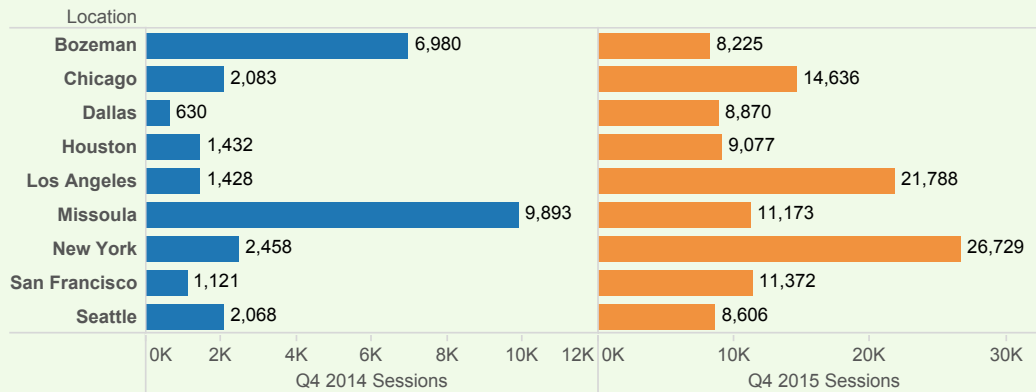
Source: MOTBD

*Online Guidebooks data not available for Q4 2014

Owned Media

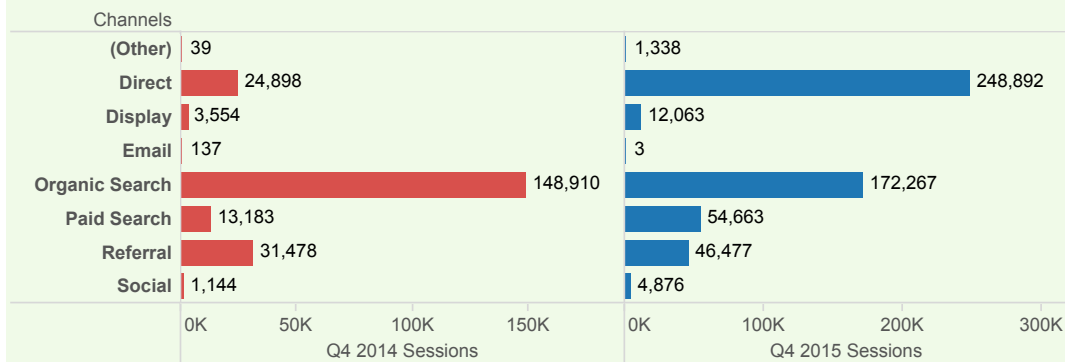
VisitMT.com Performance Metrics

Site Sessions by City



"Sessions" are not unique

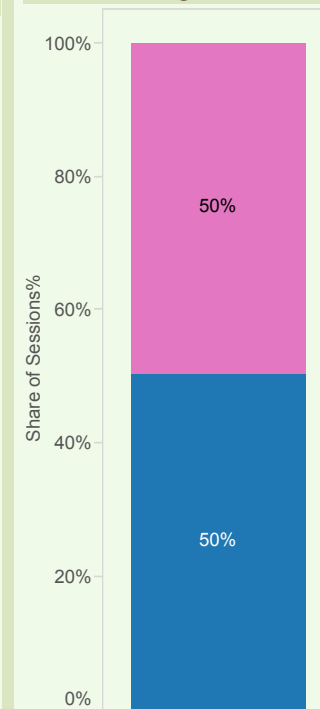
Sessions by Channel



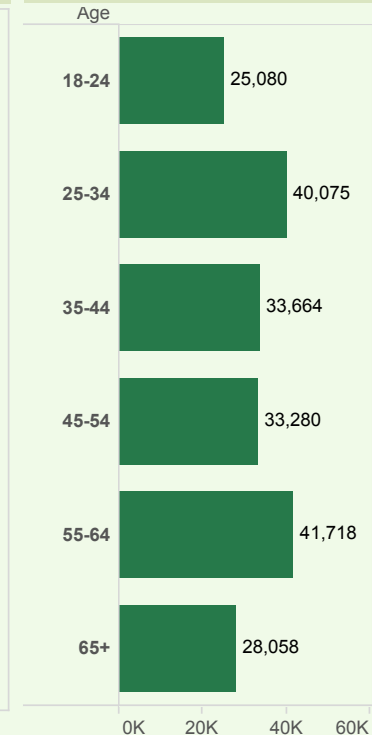
*Compares same time period, previous year
 *2015 VisitMT.com data includes m.VisitMT.com

Source for All Website Metrics: Google Analytics

Session by Gender



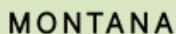
Sessions by Age



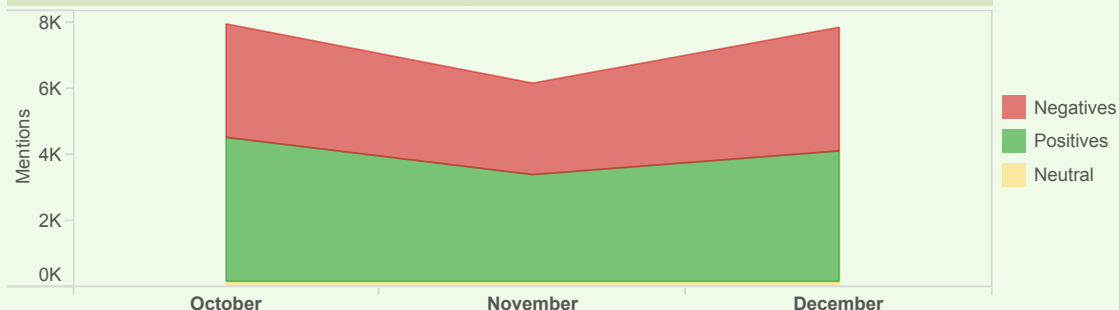
Owned Media Highlights

Montana Website Performance

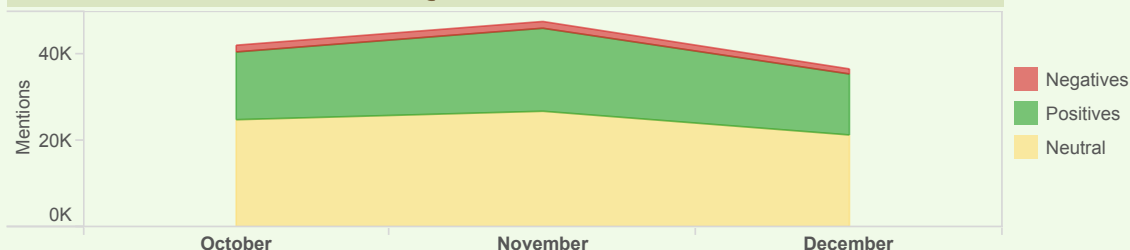
- Significant rise in traffic from major metropolitan areas around the USA including: Los Angeles, Dallas, New York, San Francisco and Chicago.
- Organic (+16%) and paid (+314%) search both drove more traffic year over year.
- Direct traffic was up nearly 900% from the same time last year.
- Instagram was in the top 5 of traffic referrers and led the increase in overall sessions from Social.
- There was an equal percentage of males and females coming to the website.
- Demographically the 55-64 age group is number one with 21% of traffic, followed by 25-34 at 20% and 35-44 at 17%.



#MontanaMoment Mentions Q4 2015

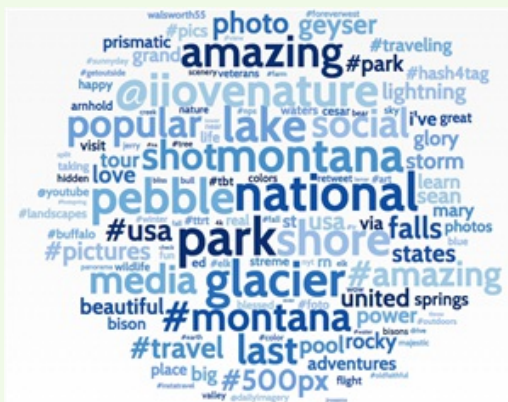


Montana (State) Mentions Q4 2015



Source: Crimson Hexagon via Sparkloft

October - December 2015 Top Trending Mentions



Source: Crimson Hexagon via Sparkloft

Earned Media Highlights

Montana Mentions

- Despite the decrease in engagement, the total number of mentions using the #MontanaMoment hashtag and account handle increased 40% with many additional users sharing Montana-related content. Of these mentions, the percentage of positive mentions increased 14%, while the neutral mentions decreased by 15%.

- Montana State Mentions positive mentions increased this quarter with terms such as, "amazing", "beautiful" and "love" being the top drivers.

- The percentage of negative mentions remained the same. The majority of the negative sentiment was politically focused, with a small percentage referring to road conditions from the winter weather.

PR and Earned Media Exposure

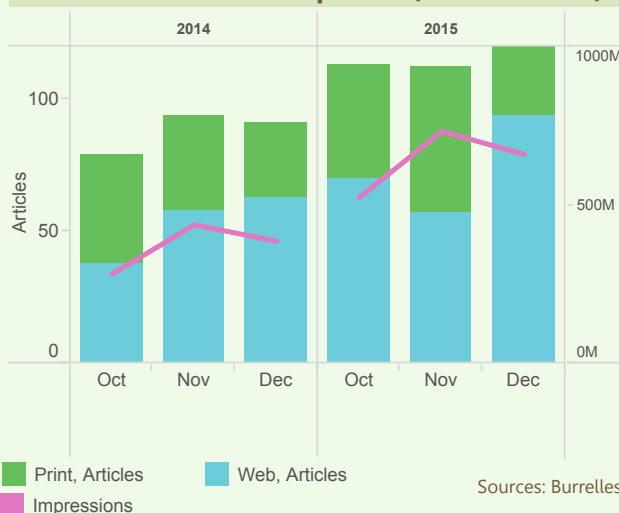
- Q4 2015 garnered earned media reached an audience of 1.9 billion. This is a 74% increase over Q4 2014.

- The PR Team hosted 4 journalists over Q4 and saw resulting coverage in Minneapolis Star Tribune, Dallas Morning News and the Los Angeles Times.

- Qualitatively, 40% of all the Q4 2015 stories were published in our Top Tier list of Geotravel and key market publications. Stories included a Perfect Day in Helena in Sunset magazine, fall fly fishing in The Flyfish Journal and The Drake, and various 2016 ski area roundups in publications like SKI, Skiing, Mountain, Outside and Backcountry magazines.

- All six tourism regions were represented in Q4's coverage.

PR and Earned Media Exposure (2014 vs. 2015)

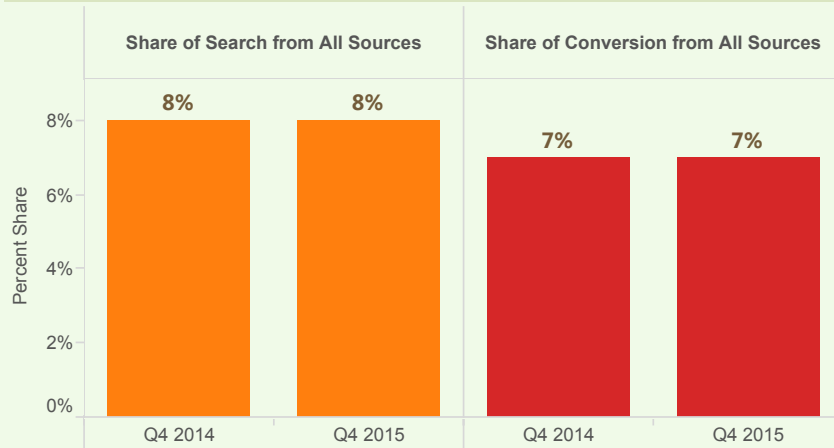


Sources: BurrellesLuce, Meltwater and Google Alerts via MercuryCSC

nSight for Travel - All Sources

*Please see Appendix for a more detailed breakout of Personas and Sources

Share of Search and Share of Conversion vs. Rocky Mountain Region



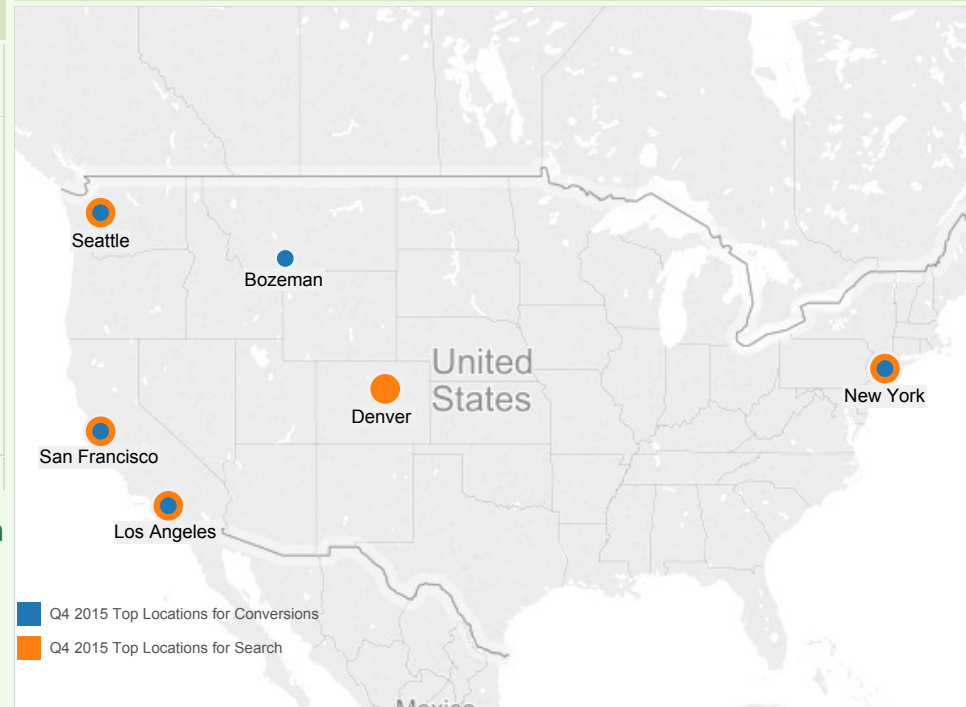
Q4 2014 Top Conversion Personas:

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Go For It Families

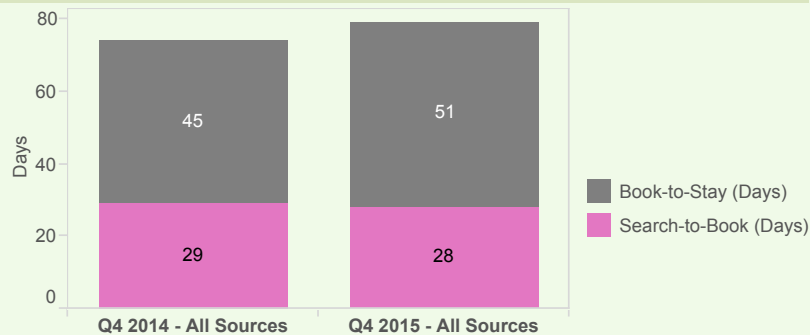
Q4 2015 Top Conversion Personas:

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Go For It Families

Q4 2015 Top Source Locations for Montana Travelers



Travel Planning Timeline from All Sources



nSight for Travel Highlights

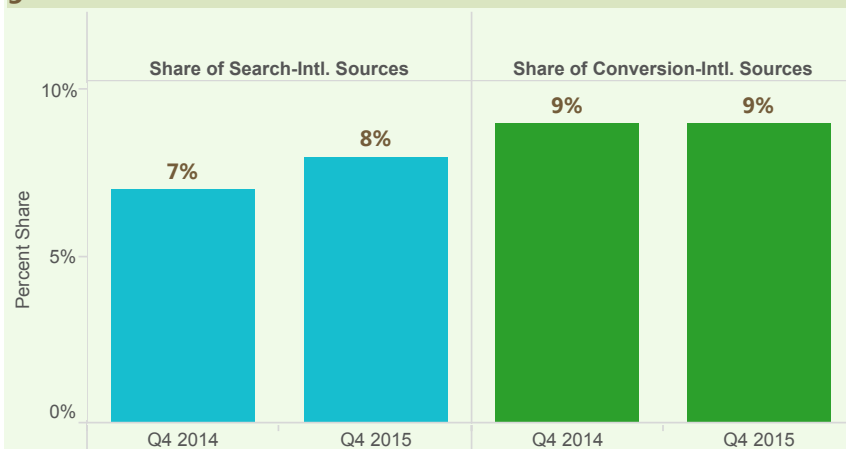
- Share of search and share of conversion remained identical between Q4 2015 and Q4 2014.
- The top five conversion personas did not change between Q4 2015 and Q4 2014.
- Outside of Denver, the top search markets were the same ones that drove the most conversions: New York, Los Angeles, San Francisco and Seattle.
- Book-to-Stay increased on average by 6 days in Q4 2015 versus Q4 2014.
- The most popular week for staying in Montana during Q4 (December 21st) was also one of the most popular weeks for staying there in Q4 2014.

*Complete list of top locations for Search and Conversions available on Page 17

nSight for Travel - International Sources

*Please see Appendix for a more detailed breakout of Personas and Sources

Share of Search and Share of Conversion vs. Rocky Mountain Region

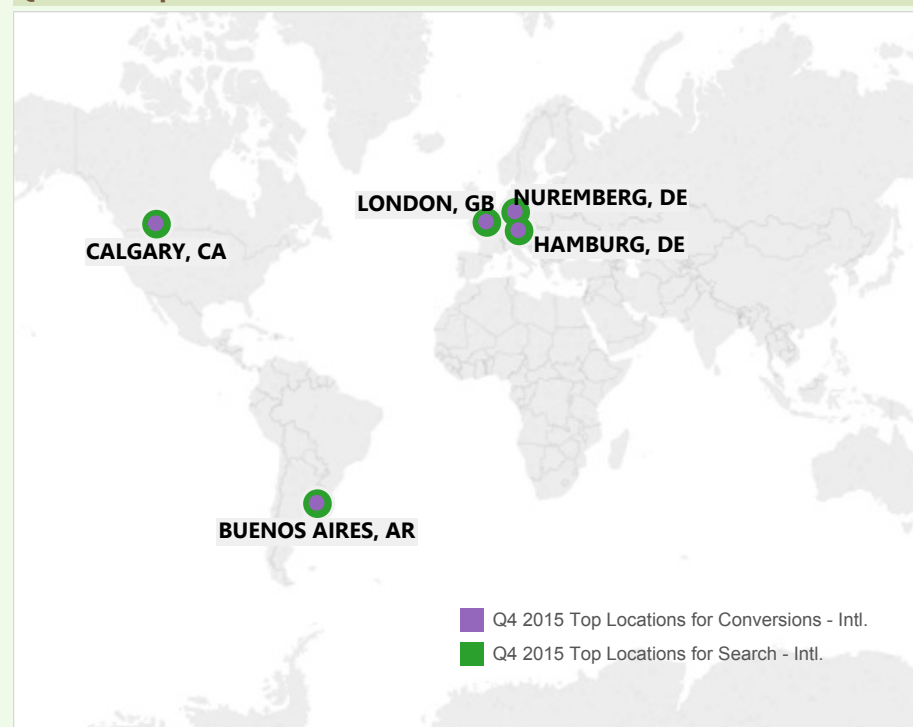


Q4 2014 Top International Conversion Personas: Q4 2015 Top International Conversion Personas:

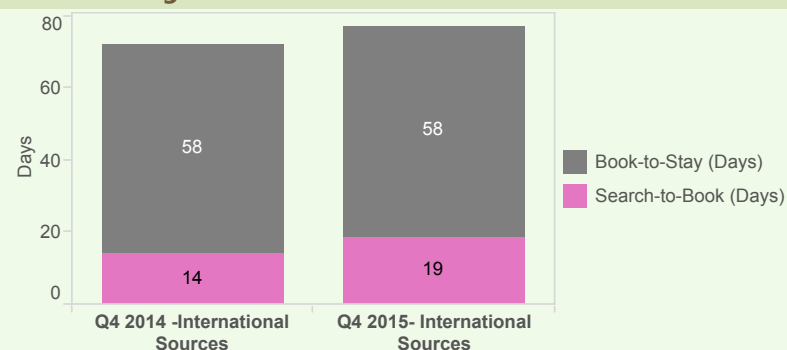
Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Q4 2015 Top Source Locations for International Montana Travelers



Travel Planning Timeline from International Sources



nSight for Travel Highlights

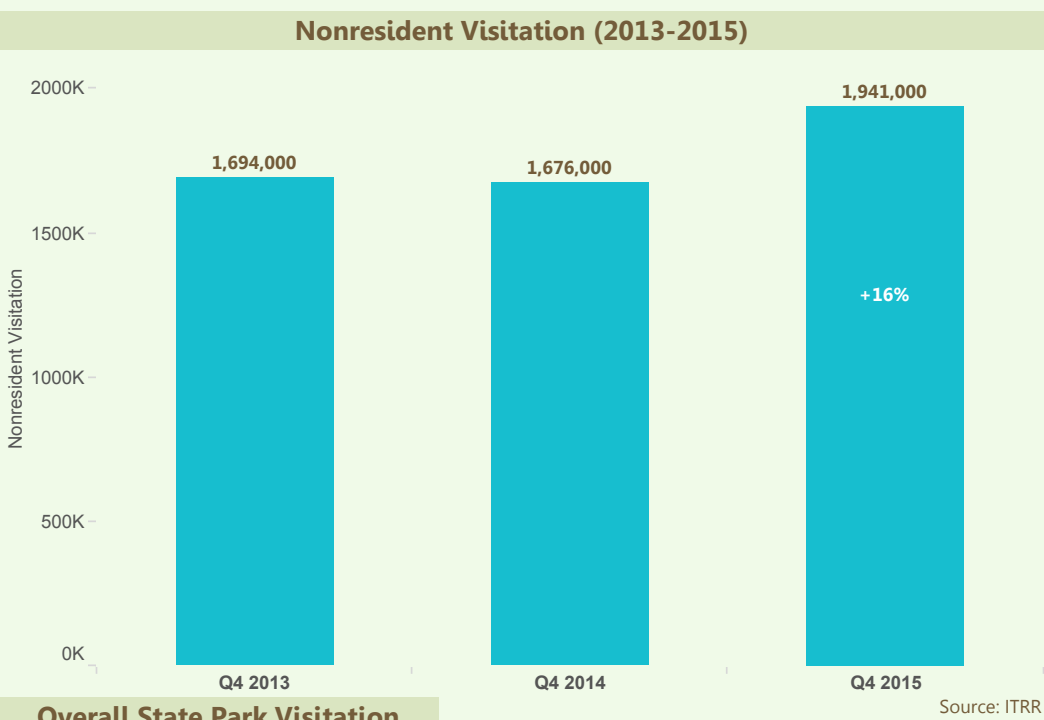
- Share of search went up to 8% in Q4 2015 while share of conversion held steady compared to the same time last year.
- Top conversion personas did not change between Q4 2015 and Q4 2014.
- Top conversion markets: Calgary, Buenos Aires, Hamburg, Nuremberg and London.
- Search-to-book increased on average by 5 days in Q4 2015 vs. Q4 2014 while book-to-stay remained the same.
- Although the order was slightly different, December 28th, December 21st and October 12th were the three most popular weeks for international travelers to visit Montana in Q4 for both 2014 & 2015.

*Complete list of top locations for Search and Conversions available on Page 18

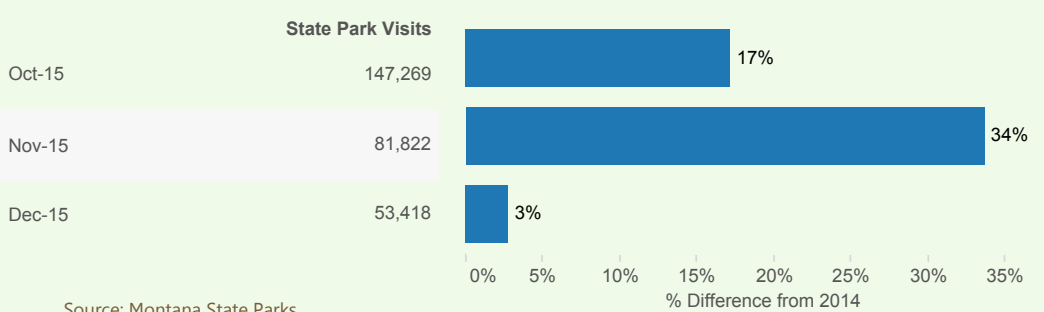
Tourism Trends



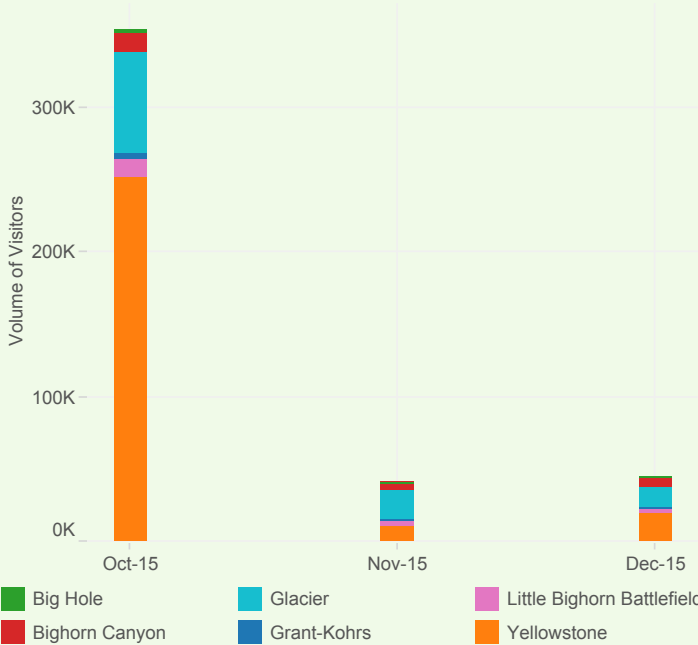
1.94 Million
Q4 2015 Nonresident Visitors



Overall State Park Visitation (2015)



National Park Visitation (October 2015-December 2015)



% Difference in NP Visitation from Prev. Year

Oct-15	18%
Nov-15	13%
Dec-15	17%

Source: National Park Service Public Use Statistics

*Shows volume of visitors to national parks from 2015. Each color represents the share of visitors that particular National Park held over time.

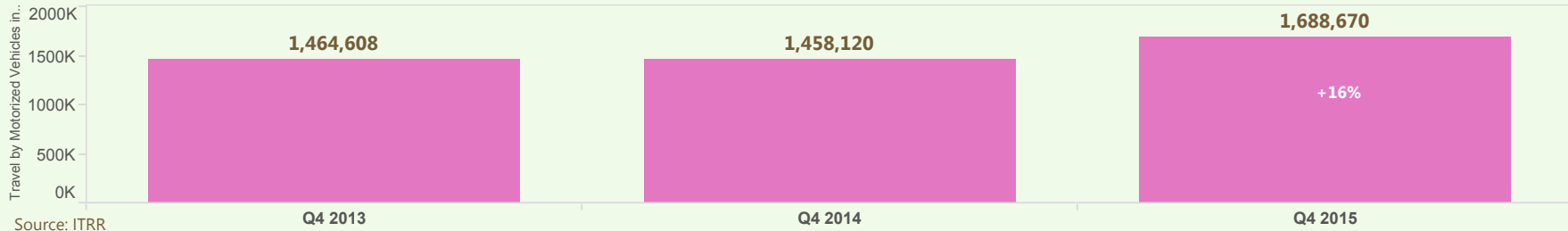
Tourism Trends

*Please see Appendix for additional information

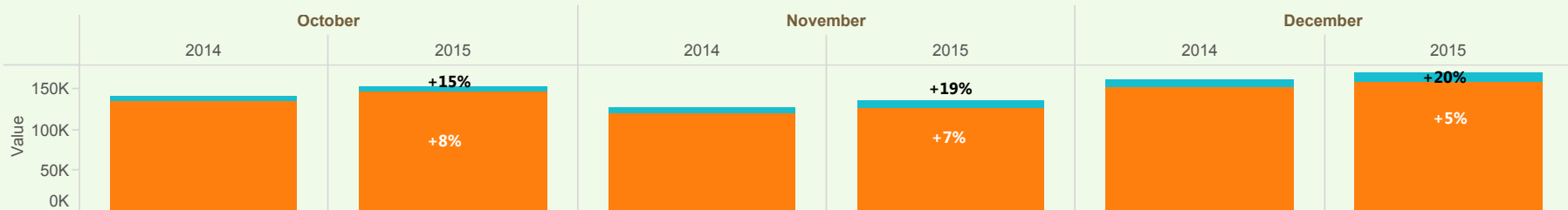


Getting to Montana

Getting To Montana: Motorized Vehicles
(Q4 2013-2015)

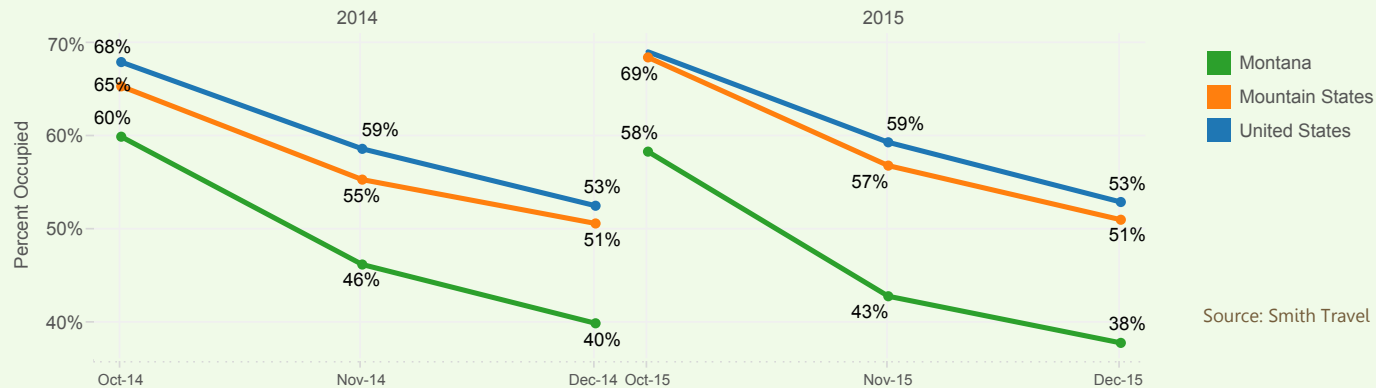


Getting To Montana: Planes and Trains
(Q4 2014-2015)



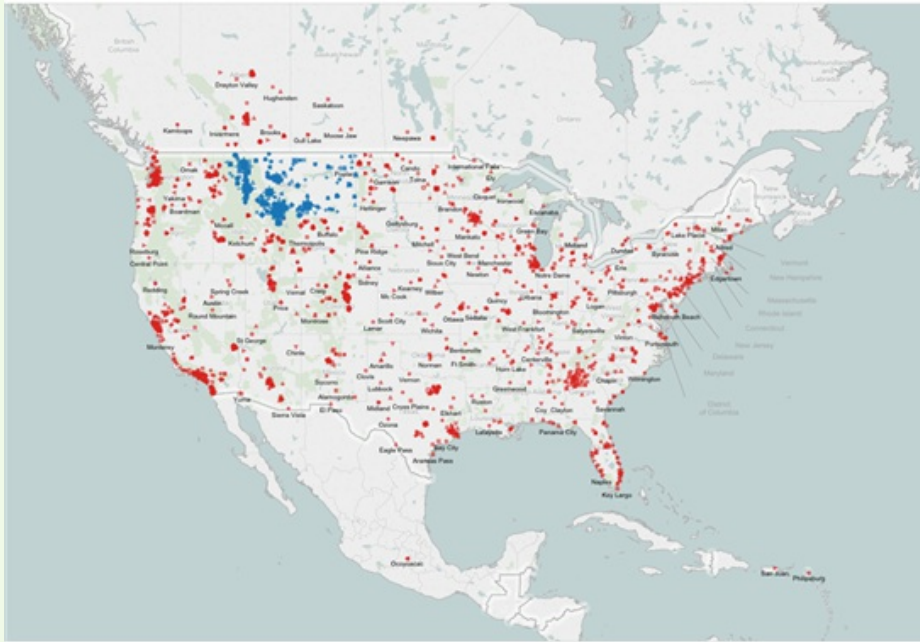
Staying in Montana

Hotel Occupancy Percentage
(Q4 2014-2015)



Arrivalist Conversions

Top Conversion Locations



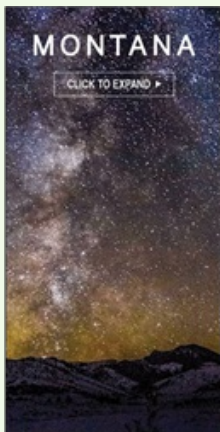
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Arrivalist Insights

- Top markets for Q4 2015 exposed arrivals: Seattle, Denver, Spokane, Salt Lake City and Atlanta.
- Highest number of exposures: Millennial and Sojern
- Best performing sources for exposed arrivals: TripAdvisor, Expedia, VisitMT.com and Sojern
- Best performing campaign for first exposures: TripAdvisor's Montana Mobile Winter Content
- Best performing creative theme: Ski
- Best performing creative execution: Sojern's Display Travel Intent Behavioral Targeting Winter, Ski_728x90

Top Campaigns

Expanding Display



Montana Mobile Content - Winter



Non-expanding Display



Top Creative for Arrivals - December 2015



Parks 491 Arrivals

Activity 547 Arrivals

Ski 552 Arrivals

Sources: Arrivalist



Appendix

Additional Comments and Definitions

Tourism Trends Highlights

- Nonresident visitation was up 16% over Q4 2014.
- State park visitation was up over Q4 2014, led by a 34% increase in visits compared to November 2014.
- Q4 National park visitation was at the highest its been for the last four years. During Q4 2015, Yellowstone National Park, Glacier National Park, Bighorn Canyon and Big Hole National Battlefield, were all up over the previous year, while Little Bighorn Battlefield and Grant-Kohrs Ranch were down from 2014.
- Airport deboardings (+18%), Amtrak ridership (+7%) and travel by motorized vehicles (+16%) were also up.

Definitions

Social Engagements: An action taken to interact with a social page (Facebook, Twitter, Instagram, or Tumblr). For example, Likes, Comments, or Shares on Facebook are considered Social Engagements.

Consideration Mentions: A number representative of the people considering making a trip to Montana across the social web through a social listening tool, Crimson Hexagon. This query captures prospects specifically in the consideration phase of the marketing funnel, using terms such as "want to visit" or "could book a trip."

Impressions: Number of times a particular piece of content is viewed.

CTR: Click-through-rate; $(\text{Clicks}/\text{Impressions} * 100\%)$

CPC: Cost per Click; $(\text{Cost}/\text{Clicks})$

Website Visitation: The gross number of website sessions.

Bounce Rate: The proportion of site visits that only go one-page deep into the site.

Geotravelers: Place a premium on nature, wildlife, great experiences and a sense of exhilaration. Active in outdoors with both rigorous and/or leisurely activity.

Geotargeting: the practice of delivering different content to a website user based on his or her geographic location.

Behavioral Targeting: a technique used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using web-browsing information.

Third-Party Data: data acquired from data sales houses or other large site and system operators. It is not typically from a single site, rather a consolidation of user data across a set of sites across the web and licensed to third parties for use in data and ad targeting.

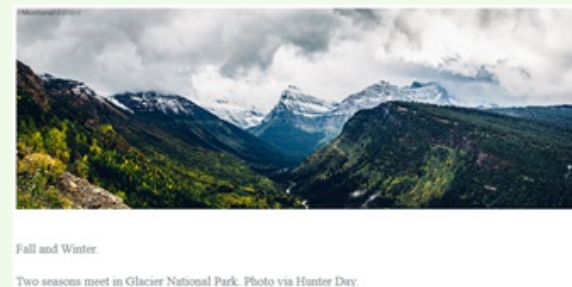


Spark™

MONTANA

Appendix

Social Media Copy



Clockwise from top left:
Facebook, Instagram,
Tumblr, Twitter

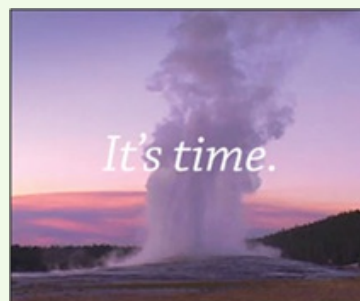
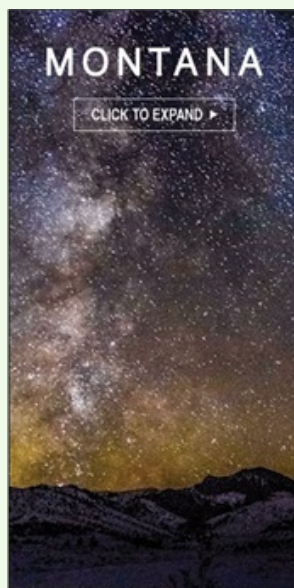


MONTANA

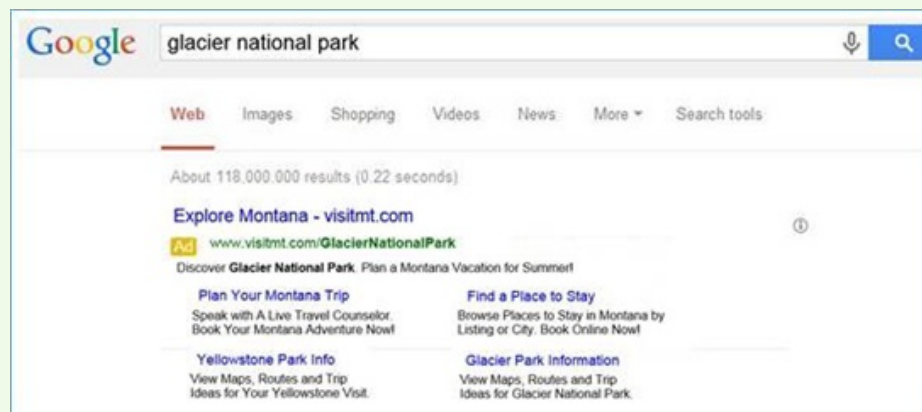
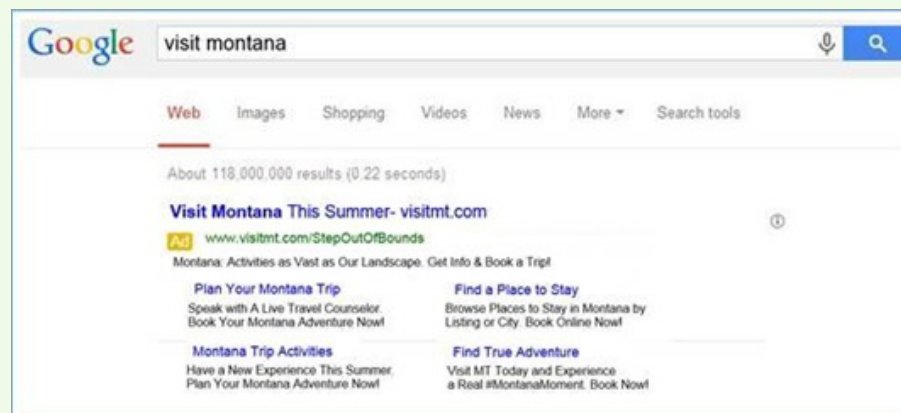
Appendix

Digital Ad Copy Samples

Display



Search





Appendix

nSight for Travel Personas

Young Free Spirit:

- 18-24 years old; the "Millennials"
- College, Graduate School, recent grads
- Extremely connected and engaged online and on social media
- Frequent moves, frequent travel, impulsive
- 4+ trips a year, low budget
- Looks for deals, travels off season, wide range of booking windows
- Desired experience: culture and adventure; escape

Self Seeker:

- 25-35 years old
- Multiple jobs over several years
- 4+ trips a year
- HHI @ \$75K+
- Very active on social media
- More budget minded traveler - do more with less
- Likely to travel with other friends
- Desired experience: Leisure and culture; inspiration

Adventure Seeker:

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

Experience Seeker:

- 35-50 years old
- Professionals, established in career
- Double income, no kids
- HHI @ \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

Couponing Family:

- 36-50 years old
- HHI @ \$125K+
- Typically multiple kids; kids tend to be younger
- Mom makes decisions, loves deals
- 6+ trips per year, 2 big vacations and 4 getaways; Fun break
- Lots of travel centered on kid's activities
- Looks for packages, "kids stay free" offers
- Desired experience: Leisure and culture; family bonding

Visiting Family Retiree:

- 51-65 years old
- HHI @ \$80K+
- Deal will get them to travel, otherwise may stay home
- 4+ trips per year, travel centers on extended family
- Lots of travel centered on family activities
- Frequently travels with other individual travelers
- Travel during shoulder and off-peak periods
- Desired Experience: Leisure; relaxation

Go For It Family:

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most

Dream Tripper:

- 61-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

Frugal Boomer:

- 66+ years old
- HHI @ \$75K+, mostly fixed
- Need good deals to travel - look for best bang for the buck
- 4+ trips a year, at least 2 of which center on family
- Lower internet travel usage
- Long lengths of stay, shorter distances to destination
- Desired Experience: Leisure; change in scenery

Bucket Lister:

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking



MONTANA

Appendix

nSight for Travel Additional Information-All Sources

Q4 2014 Top Locations/Personas for Search

Top Locations for Search - Montana

NEW YORK
LOS ANGELES
DENVER
SEATTLE
SAN FRANCISCO
WASHINGTON, D.C.
BOZEMAN
CHICAGO
BILLINGS
MISSOULA

Top Locations for Search - Rocky Mountain Region

DENVER
NEW YORK
LOS ANGELES
DALLAS
CHICAGO
SALT LAKE CITY, UT
WASHINGTON, D.C.
SAN FRANCISCO
SEATTLE
ATLANTA
PHOENIX
HOUSTON
COLORADO SPRINGS

Q4 2015 Top Locations/Personas for Search

Top Locations for Search - Montana

NEW YORK
SAN FRANCISCO
LOS ANGELES
SEATTLE
WASHINGTON, D.C.
DENVER
CHICAGO
BOSTON
SAN JOSE
PORTLAND
BOZEMAN
DALLAS
HELENA

Top Locations for Search - RMR

DENVER
NEW YORK
SAN JOSE
LOS ANGELES
WASHINGTON, D.C.
DALLAS
SAN FRANCISCO
CHICAGO
ATLANTA
SALT LAKE CITY, UT
SEATTLE
BOSTON
PHOENIX

Top Personas for Search - Montana

Adventure Seekers
Bucket Listers
Dream Trippers
Self Seekers
Go For It Families

Top Personas for Search - Rocky Mountain Region

Adventure Seekers
Self Seekers
Bucket Listers
Dream Trippers
Young Free Spirits

Top Personas for Search - Montana

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Self Seekers

Top Personas for Search - RMR

Bucket Listers
Adventure Seekers
Self Seekers
Dream Trippers
Young Free Spirits

Q4 2014 Top Locations/Personas for Conversions

Top Locations for Conversions - Montana

NEW YORK
LOS ANGELES
SAN FRANCISCO
WASHINGTON, D.C.
SEATTLE
DENVER
BOZEMAN
CHICAGO
BOSTON
SAN JOSE
BILLINGS
MISSOULA
DALLAS

Top Locations for Conversions - RMR

NEW YORK
DENVER
LOS ANGELES
SAN FRANCISCO
CHICAGO
WASHINGTON, D.C.
DALLAS
SALT LAKE CITY, UT
BOSTON
SEATTLE
PHOENIX
PHILADELPHIA
HOUSTON

Q4 2015 Top Locations/Personas for Conversions

Top Locations for Conversions - Montana

NEW YORK
LOS ANGELES
SAN FRANCISCO
WASHINGTON, D.C.
SEATTLE
BOSTON
CHICAGO
BOZEMAN
DENVER
SAN JOSE
MISSOULA
DALLAS
BILLINGS

Top Locations for Conversions - RMR

NEW YORK
DENVER
LOS ANGELES
SAN FRANCISCO
CHICAGO
WASHINGTON, D.C.
SALT LAKE CITY, UT
DALLAS
BOSTON
SEATTLE
SAN JOSE
PHILADELPHIA
PHOENIX

Top Personas for Conversions - Montana

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Self Seekers

Top Personas for Conversions - RMR

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Go For It Families

Top Personas for Conversions - Montana

Bucket Listers
Dream Trippers
Adventure Seekers
Experience Seekers
Go For It Families

Top Personas for Conversions - RMR

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Go For It Families



MONTANA

Appendix

nSight for Travel Additional Information-International Sources

Q4 2014 Top Locations/Personas for Search

Top Locations for Search - Montana

CALGARY, CANADA
LONDON, GREAT BRITAIN
BUENOS AIRES, ARGENTINA
HAMBURG, GERMANY
NUREMBERG, GERMANY
TORONTO, CANADA
VANCOUVER, CANADA
MILAN, ITALY
EDMONTON, CANADA
MADRID, SPAIN

Top Locations for Search - Rocky Mountain Region

LONDON, GREAT BRITAIN
RIO DE JANEIRO, BRAZIL
BUENOS AIRES, ARGENTINA
HAMBURG, GERMANY
NUREMBERG, GERMANY
TORONTO, CANADA
MILAN, ITALY
CALAGRY, CANADA
MADRID, SPAIN
MEXICO CITY, MEXICO

Q4 2015 Top Locations/Personas for Search

Top Locations for Search - Montana

CALGARY, CANADA
EDMONTON, CANADA
BERLIN, GERMANY
VANCOUVER, CANADA
TORONTO, CANADA
LONDON, GREAT BRITAIN
BUENOS AIRES, ARGENTINA
PARMA, ITALY
MUNICH, GERMANY
STUTTGART, GERMANY

Top Locations for Search - RMR

HAMBURG, GERMANY
LONDON, GREAT BRITAIN
TORONTO, CANADA
VANCOUVER, CANADA
BUENOS AIRES, ARGENTINA
MANCHESTER, GREAT BRITAIN
MEXICO CITY, MEXICO
LUBIN, POLAND
PARIS, FRANCE
BERLIN, GERMANY

Top Personas for Search - Montana

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Top Personas for Search - Rocky Mountain Region

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Top Personas for Search - Montana

Adventure Seekers
Frugal Boomers
Young Free Spirits
Bucket Listers
Self Seekers

Top Personas for Search - RMR

Adventure Seekers
Young Free Spirits
Bucket Listers
Self Seekers
Frugal Boomers

Q4 2014 Top Locations/Personas for Conversions

Top Locations for Conversions - Montana

CALGARY, CANADA
LONDON, GREAT BRITAIN
HAMBURG, GERMANY
NUREMBERG, GERMANY
BUENOS AIRES, ARGENTINA
MADRID, SPAIN
MILAN, ITALY
TORONTO, CANADA
VANCOUVER, CANADA
ROME, ITALY

Top Locations for Conversions - RMR

LONDON, GREAT BRITAIN
MEXICO CITY, MEXICO
TORONTO, CANADA
HAMBURG, GERMANY
VANCOUVER, CANADA
BUENOS AIRES, ARGENTINA
NUREMBERG, GERMANY
MILAN, ITALY
MADRID, SPAIN
VIENNA, AUSTRIA

Q4 2015 Top Locations/Personas for Conversions

Top Locations for Conversions - Montana

CALGARY, CANADA
BUENOS AIRES, ARGENTINA
BERLIN, GERMANY
STUTTGART, GERMANY
LONDON, GREAT BRITAIN
VANCOUVER, CANADA
EDMONTON, CANADA
TORONTO, CANADA
VIENNA, AUSTRIA
ESPOO, FINLAND

Top Locations for Conversions - RMR

BUENOS AIRES, ARGENTINA
LONDON, GREAT BRITAIN
BERLIN, GERMANY
TORONTO, CANADA
STUTTGART, GERMANY
VANCOUVER, CANADA
MEXICO CITY, MEXICO
LIMA, PERU
MADRID, SPAIN
PARIS, FRANCE

Top Personas for Conversions - Montana

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Top Personas for Conversions - RMR

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Top Personas for Conversions - Montana

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers

Top Personas for Conversions - RMR

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Experience Seekers